



NEWS FOR IMMEDIATE RELEASE

GlendalesGotGame.com

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GLENDAL 11 & CBS 5 TEAM UP TO SHOWCASE CITY'S PREPAREDNESS FOR SUPER BOWL XLIX

GLENDAL 11, Ariz. —Glendale's city TV station Glendale 11 and CBS 5 (KPHO-TV) are teaming up once again for a super series of broadcast reports highlighting Glendale's preparation and planning for Super Bowl XLIX.

The exclusive stories will air in primetime on CBS 5, after the NFL's Thursday Night Football telecasts beginning Thursday, September 11. The series will run through October before taking a break in November and December. Then, the stories will return each Sunday on CBS 5 in January leading up to the big game on February 1, 2015.

The informative stories will showcase, among other things, a behind the scenes look at what Glendale is doing to prepare for its second Super Bowl. The stories will feature staff and programs citywide from police and fire conducting safety and training drills to how the city handles tons of extra trash and high utility usage for the game as well as what the city is doing to welcome tens of thousands of visitors from around the world.

Seven years ago, Glendale and CBS 5 created a similar partnership for the 2008 Super Bowl. Viewers from around the state tuned in to Glendale 11 TV and CBS 5 to see what the city was doing to strategize and prepare for its first Super Bowl. Those stories were award winning and received recognition with an Emmy Award and honors from the premier government association, the National Association of Telecommunications and Advisors (NATOA).

"We're fortunate to have such a strong city team working together to make sure we're ready for the big game and all the related activities," said Julie Frisoni, Assistant City Manager for the city of Glendale. "We are thrilled that CBS 5 will once again showcase our expertise in staging a world class event like The Super Bowl."

"To be able to partner with Glendale 11 and take our viewers 'under the hood' to see what it takes to prepare for an event of this magnitude is a real special treat," said Ed Munson, Vice President and General Manager for CBS 5. "It was a great partnership when the Super Bowl was last here in 2008, and we could not be more excited to do it again."

All of the stories airing on CBS 5 will also be featured on Glendale 11 TV and online at www.glendaleaz.com. For more information or to watch the stories on your computer, visit www.glendalesgotgame.com or visit the City of Glendale YouTube Channel at My Glendale 11.

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